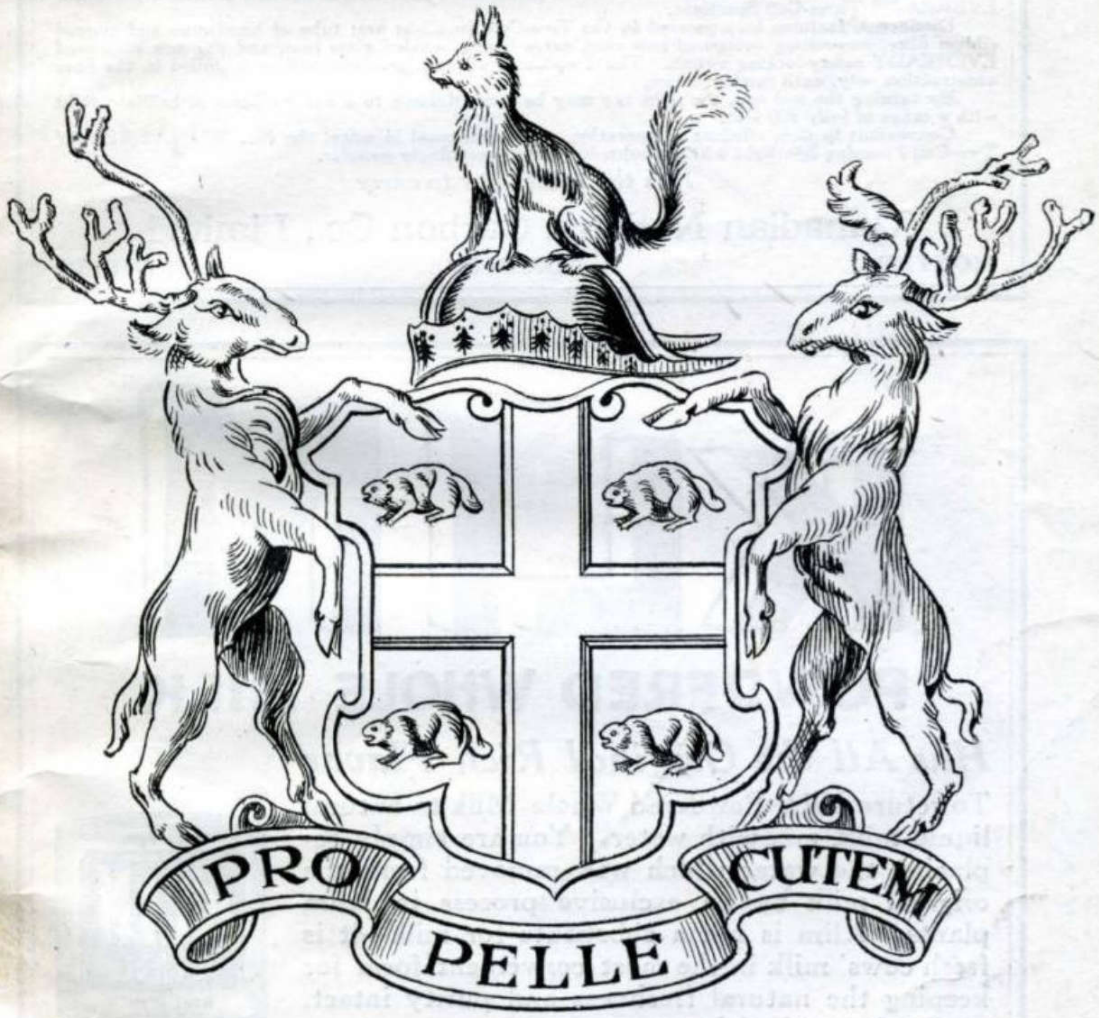
VOL. IV JUNE 1924 NO. IX

The Beaver

A Journal of Progress



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Announcing the New EVEREADY

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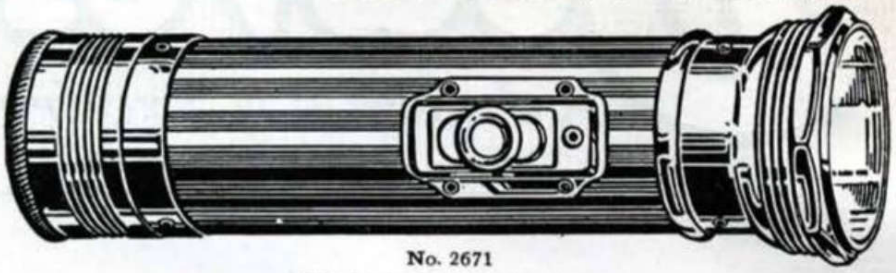

No. 2671

With the 200 foot range

THE No. 2671 EVEREADY Spotlight fills a gap which we have felt existed between our three-cell focusing lights and our lights of the non-focusing types. It is a convenient Two-Cell Focusing Spotlight as sturdy in construction and as dependable in operation as the now universally popular EVEREADY Three-Cell Spotlight.

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Convenient in size, efficient in operation, and economical in price, the No. 2671 EVEREADY Two-Cell Focusing Spotlight will undoubtedly prove exceedingly popular.

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Canadian National Carbon Co., Limited

MONTREAL TORONTO WINNIPEG

KLIM

POWDERED WHOLE MILK

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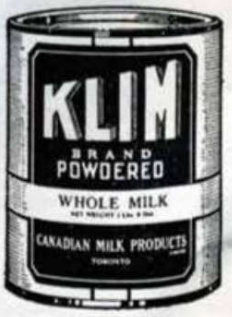
To return Klim Powdered Whole Milk to natural liquid milk, mix with water. You are simply replacing the water which was removed from the original milk by an exclusive process in Klim plants. Klim is not a substitute for milk—it is fresh cows' milk in the most convenient form for keeping the natural freshness and purity intact, until it is required for use.



CANADIAN MILK PRODUCTS LIMITED

MONTREAL TORONTO WINNIPEG

The Beaver
A Journal of Progress

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Vol. IV JUNE 1924 No. 9

Armorial Bearings

of the Governor and Company of Adventurers of England Trading into Hudson's Bay

THE following description of the Company's heraldic arms or armorial bearings, as shown on the cover, is extracted from the scroll sent by Garter, Clarenceaux & Norroy, Kings of Arms:

Shield—Argent, a cross gules between four beavers sable.

Crest—Upon a cap of maintenance gules turned up ermine, a fox sejant proper.

Supporters—On either side an elk proper.

NOTES

"Gules" means red.

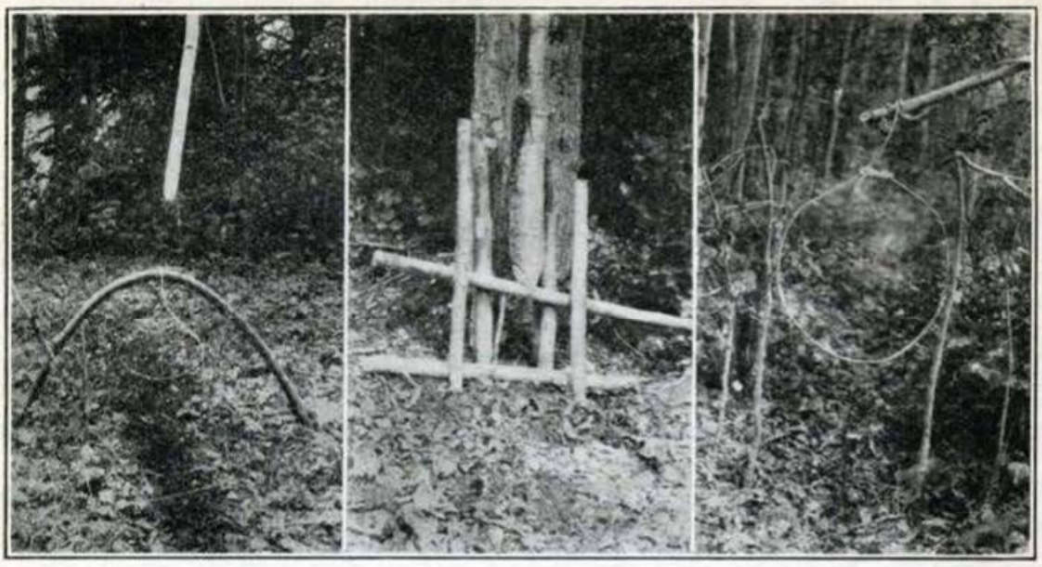
"Proper" means the natural colour of the animals.

The red cross indicates the Cross of Saint George.

The shield is apparently silver.

It is difficult at this date to give the exact signification of the various objects shown in the Company's coat of arms, but it is of interest that the charter specified that when a member of the reigning house visited Canada he was entitled to be presented with four black beaver skins and two elk skins.

The authorized coat of arms of the Company as shown is the oldest form that could be found and dates back to within ten years of the incorporation of the Company. Close inspection reveals some anomalies, due to lack of knowledge of the animals on the part of the original artist. The antlers, for instance, would appear to be more like those of the caribou than the elk.



Fox, Lynx or Rabbit Snare *Wood Deadfall* *Bear Snare*

Animal Traps and Trapping

By C. H. FRENCH, B.C. District

JUDGING from the numerous articles appearing lately throughout the east on the cruelty of trapping the fur bearer, it is the general belief that only steel traps are used by the trapper and that the result is untold suffering. This is not so. The native trapper uses other contrivances, the white trapper being the only one who uses steel traps. The native is perhaps the largest producer of animal pelts and uses traps such as are illustrated here for the reason that he cannot carry the great weight of steel traps.

Should a native start out on a marten hunt, he knows he would not be successful until March. At that time the snow has packed, and food, in the shape of mice, has been nearly all eaten from under the snow where the marten has spent the early winter. The marten can travel on top of the snow easily and, being desirous of locating new feeding ground, he sets out. I speak now of a real marten country.

The native, well acquainted with these facts, equips himself with blankets, provisions and a small axe, and starts to build stick traps across the path the marten will travel. From 40 to 100 stick deadfalls are set, then he will move on a few miles and set another line of traps, thereby always having his line among the animals he desires to catch. A native will build a stick deadfall in ten minutes by simply cutting a dozen or more pieces three feet long, top and bottom poles eight feet long, and one twelve feet long stood on end against the butt of a tree so as to have the required weight to kill the animal almost instantly when it comes down over his heart. It will be noticed the animal must be in that position in order to trip the trigger. The trigger, on the end of which the bait is

fastened, is about ten inches inside the stick house, and the top pole is held up between the two trap poles by a stick eight inches long but with the bottom end set on the trigger in such a way as to fall out when the animal touches the bait.

While this is going on, fox and lynx snares are set. The animals caught are almost immediately choked to death by the action of the spring pole when the snare is pulled which releases the small toggle that holds the pole down.

In the fall, when bears are hunting salmon along the rivers and when hunting berries, decided trails are used, thereby enabling snares made from rawhide or small wire cable to be effective. Spring hunting is done with a gun almost exclusively.

Always when trapping beaver, and sometimes when trapping musquash, traps are so set that the captured animal is immediately drowned in a way that eliminates all suffering.

The Exile

By DAN PATERSON, Keewatin District

Hark! in the distance sounds the Indian drum..
And the weird dirge that breaks into a shriek
Soon to sink down as from exhaustion, weak.
Soon shall those voices, for a space, be dumb.
Like them do echoes of the sad past come.
They come unsought, for no man e'er will seek
To wake those voices, lest adown his cheek
There fall a tear at thoughts of country, home,
Brothers and sisters, friends, and of his love;
For all of them seem further far away
Than the bright stars at night that shine above;
For these at least are seen until the day
Dawns; and, though they then fade out of sight,
With smiles they will return on th' approach of night.

On Catching Up

By LUCAS G. THOMPSON, B.Sc., Winnipeg Land Department

LIFE progresses by well-defined stages. In youth, there are stages of sudden growth, followed by periods of weakness from too great an increase in stature. Then must follow a slow period of gradual strengthening, of broadening out. In short, the body must catch up to its own growth.

The history of countries, dominions, empires has a broad similarity. Here are portrayed birth, youth, a strong maturity and a decadent old age. India is in its senile decay, incapable, in spite of wealth and teeming millions, of national self-government. Great Britain is like the strong man in his strength. The experience built on years of endeavour and the physical strength of exercise and training are there. In fact, the minor ills of the body and consequent peevishness are also portrayed in the present unemployment and labour troubles, "like unto fevers that vex."

Those who were privileged to see the western Canada of 1870 were indeed present at the birth of a great country. While yet in the hands of nomadic Indian tribes, the land was but an embryo. The early settlements on the banks of the Red river saw this embryo take form, at first slowly, but soon with an astonishing rapidity. Like the growth of youth, this has been a series of short, rapid advances followed by lulls. We speak of "booms" and their "aftermaths": these are really periods of growth and of catching up.

The end of the last big boom was seen in 1912. This was followed by the abnormal period from 1914 to 1920, the years of war and readjustment; so that the period of catching up has been long delayed. Considerable progress has been made towards a return to normal, and indications are strong that this progress will steadily continue.

Recent opinions of business men may be summed up as one general conclusion, that, while the utmost economy in domestic and governmental affairs is still vital, 1924 will mark an improvement on 1923, and that 1925 will see a still further advance.

Much has been said recently of the exodus from western Canada, but little analysis of this exodus has been made. As long as there are seasonal occupations in North America, there must of necessity be a constant flow of a large population from one end of the continent to the other. This is composed mainly of single men who follow the harvests of field, forest, water and mine. Unfortunately, the figures as to this (a general and established condition) tend to get mixed with any purely mathematical consideration of the present state of affairs.

An important phase of this emigration has been the efflux of artisans, mostly connected with building trades. As soon as conditions warrant any extensive building in western Canada, these people will come back.

The migration of professional men to the south seems at first sight to be more serious, but it is a fact that the output from our universities has temporarily exceeded the demand. Many professional men have been forced to desert their professions, but, on account of the sound training requisite, have become valuable members of other branches of society.

The feature which has been most stressed of late is the abandonment of so many western farms. Superficially, this looks very bad, but on examination the outlook is anything but black for western Canada. Agricultural conditions have been bad, but this has held true for the whole of North America, and in the northern states of the U.S.A. agriculture has been in much worse straits than in Canada. This has been a trial of strength, in which the lazy and the incompetent have gone to the wall. Of course, there have been important exceptions to this, and cases of real misfortune have existed.

To offset this emigration, during this spring there has been a very large European immigration. Last fall also saw a progressive policy in the importation of British harvest help. These immigrants have been selected with more care than formerly. All have the physique, and many have the experience, to make a success at Canada's basic industry—farming.

Our markets are now relatively stabilized. They are world-wide and subject to world-wide conditions and competition. The farmer in western Canada must compete with the peasant farmer of Europe, Asia and South America, as well as with the farmer in the United States. As to Canadian agricultural conditions, records over a number of years show these to be generally favourable both in the matter of climate and soil. To complete the simile, we have passed that stage of growth in which the child says, "What will I be when I grow up?" We have reached the stage of the youth of sixteen. Our future can be predicted, and we of the west can say we are well on the road towards normal.

Canadian Crop Returns 1923

The official *estimate* of field crop production for the year 1923, as shown in *The Beaver* of last month, was quoted from *The Last West* publication of the Canadian National Railways, and we now find the figures given should have been shown by them as covering Saskatchewan only. Here are the official estimates for the whole of Canada for the year 1923, as published by the Dominion government in their January issue of their *Monthly Bulletin of Agricultural Statistics*.

	Acreage	Yield in bushels	Value
Wheat	22,671,864	474,199,000	$316,934,700
Oats	15,416,527	453,776,220	252,084.020
Barley	2,749,165	65,712,318	52,223,964
Rye	1,448,142	23,231,800	11,339,900
Flax	629,938	7,139,500	12,643,900
	42,915,636	1,024,058,838	$645,226,484

Tsinshean *Ojibway* *Swampy Cree* *Wapheton Sioux*

Our Aboriginal Customers

By P. H. GODSELL

FOR over two hundred years the customers of the Hudson's Bay Company consisted almost entirely of aboriginal peoples of suspicious and varied temperaments, by no means easy to deal with. Yet to the credit of the Company and their policies in dealing with these native peoples, this lengthy period has been marked by almost undisturbed and peaceful relationship.

At the present day the total Indian population of Canada slightly exceeds one hundred thousand souls, divided by ethnologists into the following different stocks, which in turn comprise many tribes, innumerable sub-tribes and small bands.

The Algonquin stock, by far the most numerous, include the Plain, Wood and Swampy Crees, the Ojibways, Ottawas, Nascaupies, Montaignais, Algonquin and Blackfeet, as well as many smaller branches. With the exception of the Blackfeet, the dialects are so similar that, once fully cognizant of either Cree or Ojibway, it is possible in a very short time to understand and make oneself known in any one of the others. These people were the first whom the Company came into contact with and preponderate in numbers other tribes, spreading from the Atlantic coast west almost to the Rockies and north to the hunting grounds of the Chipewyan and Eskimo.

With the exception of the Blackfeet and Plain Crees, who emigrated to the prairies and led a warlike and nomadic existence, subsisting on buffalo, living in buffalo-skin tepees and in recent years owning large numbers of horses, all the northern Algonquin tribes have been noted for their peaceable dispositions, though the same cannot be said of their cousins south of the American boundary.

Originally, large bands of these natives would flock every year either to Fort Prince of Wales or York Factory by way of Lake Winnipeg and

the watercourses leading into Hudson's Bay; while larger flotillas of canoes from the vicinity of the Great Lakes, propelled by painted warriors and laden with packs of beaver and other furs, proceeded annually to Montreal and Quebec to deal with the French traders during their ascendancy and gaze wonderingly upon the marvels of Count Frontenac's wooden palace and the mission of Le Jeune. This trip was always fraught with danger from Huron and Iroquois ambushes, while at times this trade, which grew to enormous proportions and was the very life of New France, was brought almost to a complete standstill, with the consequent impoverishment of French Canada, as a result of the activities of the greatly feared warriors of the Six Nations.

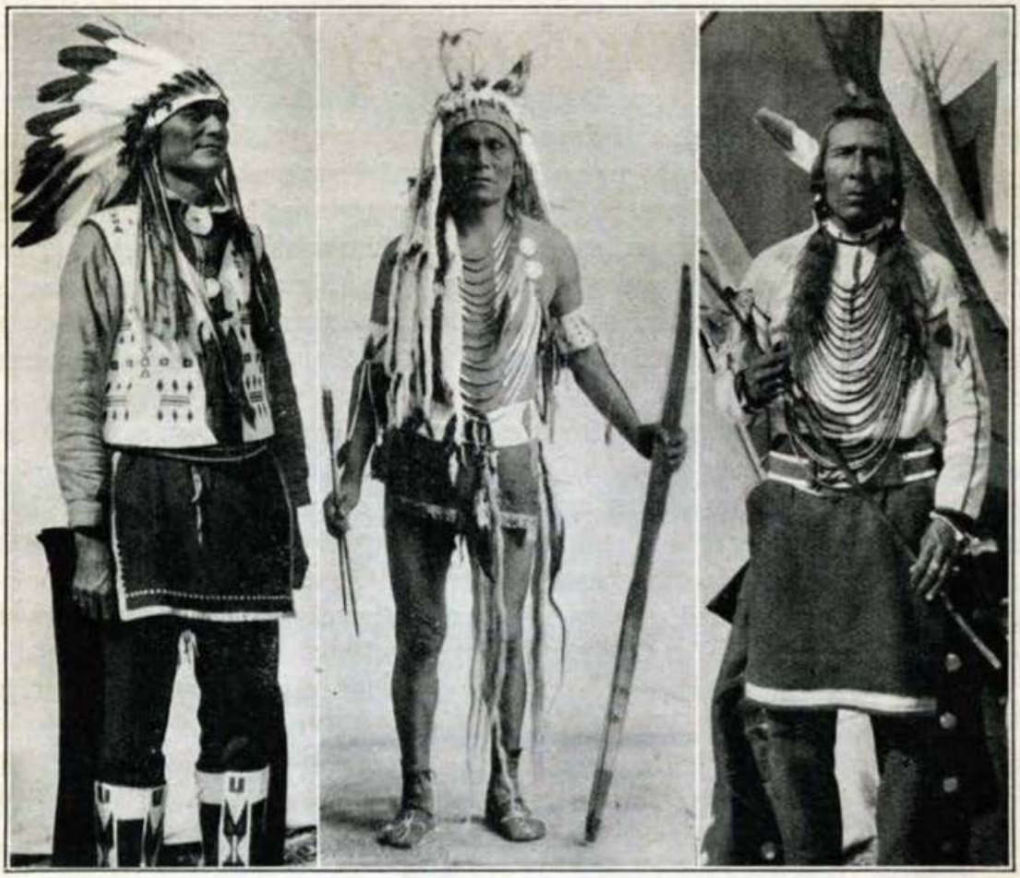
No longer is it necessary for such long trading journeys, as, with the establishment of posts by the Company and others at recognized tribal gatherings and fishing places, no natives are ever more than a few days removed from stores which cater to their every requirement. The mode of living, however, is not greatly altered. Obtaining from the nearest post each fall an outfit of articles considered most necessary, the Indian proceeds in his canoe laden down with a miscellaneous collection of dogs, fish-nets, children, provisions, etc., to a convenient spot on a distant lake which he knows to be well stocked with fish. Here he erects his tent or wigwam and spends his days until freeze-up in hunting and fishing. As soon as the ice becomes firm, he sets out his traps and for the rest of the winter he is engaged alternately in hunting moose, visiting his traps and, in times of plenty, lying around his wigwam.

After the break-up and the usual spring hunt, all the natives within a large radius direct their canoes towards the nearest post, where they congregate with their families and enjoy a period of social intercourse while disposing of their winter hunts.

From Mexico to the Arctic circle, and from Fort Churchill to the headwaters of the Peace river, range a race of people known as the Athabascans, comprising the Navajos, Apaches and Arrapahoes in the U.S.A., and in Canada the Chipewyans, Caribou-Eaters, Beavers, Sicanies, Yellow Knives, Dog Ribs, Slaveys and others. These people are of a less sociable nature than the Algonquins. Generally speaking, their methods of life are very similar; though, as much of their habitat is either mountainous or barren land, they lead a harder and more precarious life.

The Six Nations, the Hurons, Neutrals and Tobacco Nation, all of Iroquois stock, occupied southeastern Ontario and the state of New York. A fratricidal struggle between 1635 and 1680 resulted in what practically amounted to the annihilation of all but the Six Nations and the extermination of over 30,000 souls.

During the regime of Governor Simpson, the Iroquois were largely employed as voyageurs and canoemen, and many of them settled in various parts of the west and married Cree women. They may be encountered today in the vicinity of Yellowhead Pass, Jasper House, and even in the Peace river country, though only in small numbers.



Plain Cree *Blackfoot* *Plain Cree*

The Iroquois originally lived in fortified villages containing numerous bark community houses and engaged extensively in agriculture. They developed a remarkable social fabric, after which the constitution of the United States was originally fashioned. In the height of their power, their war parties carried terror over almost a third of North America, although it is doubtful if they ever numbered over 2000 warriors.

The principal tribes of the Pacific coast area are the Tsinshean, Nootka and Haidas. These people engage extensively in fishing and hunting, and lived originally in fixed villages composed of log community houses.

The Eskimos of Labrador and Ungava have long been in touch with whalers and officers of the Company, and are on the whole a good-natured race, who are easily dealt with. During recent years, posts have also been established along the Arctic coast, until the last of the primitive natives have been got in touch with. The sophisticated Eskimo—a product largely of association with American whalers—owns one or more motor schooners, talks and in some instances reads and writes English, though his more primitive brother lives, as he always did, by hunting, fishing and killing seal, and in the wintertime resides in a snow house, in which he apparently puts in a fairly happy and contented existence.

(Photo of Blackfoot by courtesy of Byron Harmon, Banff; other photos by P. H. Godsell)

Originality

ORIGINALITY is a prime essential of genius; in fact, originality and hard work constitute genius. It took an Edison, a Stephenson, a Watt, to make the first incandescent lamp, the first locomotive, the first steamship. The names of these men echo down the endless halls of immortality because of one thing—originality.

Anyone with a faculty for imitation can copy from a model, but no matter how like the copy is to the original, he who executes it can claim nothing more at the best than the name of a good workman.

Thomas Hood wrote "The Bridge of Sighs," and it made him famous. It took Thomas Gray over seven years to perfect his "Elegy Written in a Country Church-yard."

There is only one you and one me—we are original: there is none just like us in all the universe. Let us be ourselves. Each of us should strive after originality in what he does, as far as possible, because originality is born only after deep thought and much concentration.

Many local country newspapers contain nothing original outside of the social news column; many house magazines are built entirely by the scissors and the paste-pot. It is easy to make up a magazine in that way. One with nimble fingers and a large exchange list can make up a dozen of them every week, of a kind—the kind that limps along and gasps for breath at every issue, expressing neither itself nor anything else.

We are glad to say *The Beaver* has been remarkably free from this malady. There is *only one Beaver* magazine. It expresses the Hudson's Bay Company, from its employees' standpoint, in all its activities; it expresses *us*, our work, ideals and ambitions, our pleasures, sports and hobbies, and we hope embraces the true spirit of Canada in this atmosphere.

Give us of your experiences and of the knowledge you have acquired through years of work or study, for to do so and to embody with these your own ideas is to be original. We do not have to resort in a general way to the use of the scissors and paste-pot to compile *The Beaver*. We have four thousand employees; we have two hundred and fifty-four years of vitality and tradition to draw from (and in these we have a great advantage over other magazines); we have men and women in all departments of our enterprises who are specialists in their own particular line and who are capable of giving us—and should as their duty give us—fresh, bright, instructive and original articles from their vast experiences, such as will help the younger members to become more useful to the Company and more valuable to themselves.

Associate editors, correspondents, reporters, occasional contributors! let us not seek the easy way! Let us be ourselves in our magazine; let us express ourselves in the spirit of the Company we serve, striving in friendly rivalry for a brighter, better *Beaver*, overflowing with original material, so that others may follow who dare, but none surpass.

The Story of Our Advertisement

By T. F. REITH, Associate Editor, Winnipeg Retail

THERE are many things, very familiar to us through daily contact, which we accept without question, yet a peep behind the scenes reveals them being produced for our benefit with much more ingenuity and trouble than appears on the surface.

Modern life is so constituted that a store's advertising has come to be regarded as vital to the success of the business and plays a large part in the family buying plans. Shopping is largely carried on through the newspapers and over the phone. When the modern woman goes shopping she first turns to the paper and has her mind made up beforehand as to which of the stores she will visit.

The store of today is compelled therefore ever to be on the alert to present its news in a fresh and interesting manner. Competition between stores has become so keen, the arts of illustration, copy writing and attractive lay-out have made such rapid advancement, that the most careful planning and preparation of each day's advertisement is imperative.

Today the up-to-date store plans its announcement well ahead, sometimes a week, often a month, in advance of publication. It is desirable that each announcement should have some definite theme, something of fresh interest, so that the public will turn to it with expectant interest day after day. Such a policy builds business by creating regular readers, who soon become permanent patrons of the store, providing the advertising is backed by good values and service.

Information about the merchandise is assembled in the advertising office several days before publication. The questions of theme and which departments will be featured are settled, suitable illustrations are prepared, the rough copy from departments is edited, much of it rewritten, styles notes and selling thoughts inserted, newsy bits of information added and finally it is all typewritten and ready for layout.

For this purpose, a large news sheet is used, ruled in columns, sometimes in inches, and on this the advertising man indicates roughly by headings and by pasting on proofs of his illustrations how he expects the advertisement to appear.

Now comes the interesting and wonderful part that the newspapers play. The copy goes direct to the composing room for setting up. The compositor lays out his type on a metal-topped table known as an imposing stone. He proceeds to measure the copy and estimate the sizes of type needed to go in given spaces. When measured, he hands the copy to a machine man. In the large newspaper composing rooms are batteries of linotype machines which make type out of metal with marvellous precision. These are operated by means of a keyboard similar to a typewriter, but with many more characters. The operators work with great speed, the machines automatically forming lines of type (hence the name linotype)

from molten type metal contained in a copper metal-pot attached to the back of the machine.

Later in the day our copy, now in lines of type, is taken by the compositor and set out on his table as indicated on our layout. Our nameplate and large headings and prices are set in by hand, as also are the cuts of illustrations, the whole is tightened slightly, levelled and several proofs pulled. We can now see what the advertisement will look like. The proofs are taken to the advertising office and carefully read over for mistakes. Each buyer is given a proof of his own advertisement to read, and when corrected, it is sent to the newspaper on the morning of the day of publication. A proof often is returned to the composing room with alterations that require very careful work and much skill to correct, but finally all is o.k. and the form locked.

Now, one would naturally think the ad. was ready to print, but not so. In the large newspaper plants thousands of copies must be printed each hour and a rotary web press is necessary, which requires the casting of a curved metal plate from the form of type. This process consists of taking an impression of the flat type form on a thick, pulpy sheet of specially prepared paper. The sheet, after receiving the impression of the type under heavy pressure, is called a matrix.

After being dried, the matrix is placed in a curved mould known as the casting box, and hot metal is poured into the mould. A curved plate with our ad. embossed upon it is thus produced and is known as a stereotype. This is rapidly cooled and trimmed. It exactly fits the cylinder of the large rotary press and is ready to print a newspaper copy.

The advantages of this method are that it makes speedy presswork, saves wear and tear on type and original cuts and furnishes a means of making several stereotypes of each page, so that several presses can produce the same page simultaneously. The stereotype plates can be remelted and used time after time.

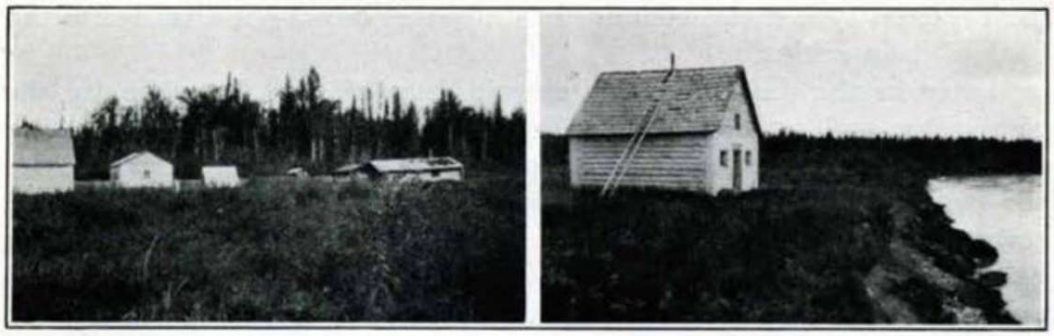
The foregoing process goes on continually—a new ad. being set up each day as the former one is being printed, necessitating copy, illustrations and proofs travelling between the store and the paper *on time* each day.

Perhaps, after reading this, department buyers will take a greater interest in getting their copy and proofs to the ad-man with more punctuality, for "time and press wait on no man."

Sir Robert Baden-Powell and The Beaver

The following interesting extract from a letter from Chief Scout Sir Robert S. Baden-Powell appears in *Canadian Forest and Outdoors* for May:

"Thank you very much for sending me further copies of *The Beaver* and *Forest and Outdoors*. These are most welcome to me and I read them right through with the greatest interest and profit. Their news comes with the breath of Canada about it and gives me great delight."



Fort Grahame *Trading Store (1898)*

British Columbia Posts

No. 5—Fort Grahame

By C. H. FRENCH and WM. WARE, B.C. District

MOST of our commissioners have left monuments to themselves. This one, however, might be dignified enough to represent an ordinary servant, but one would think Commissioner Grahame could have done better. It was the most northerly post opened by Fort St. James in a chain commencing with Fort Connelly, Bears lake, and Bears Lake outpost, and for many years our freight shipped to it was marked "B.L.O." In fact so generally were these letters used that outsiders thought its name was B.L.O.

Situated on the Finlay river sixty-five miles north from the junction of the Parsnip and Peace rivers, it has a population of three whites and 96 Indians, most of them being travellers trading at times with the Cassiar posts.

The freight route is Prince George to Summit lake by wagon, 32½ miles; Summit lake to McLeod's Lake post via Crooked river, 80 miles; McLeod's lake to Finlay Forks via Pack and Parsnip rivers, 110 miles; Finlay Forks to post up Finlay river, 65 miles.

The mail route is via Edmonton and Hudson's Hope to Finlay Forks during winter months, and from May to September via Prince George.

Industries are mining and trapping exclusively, but the opportunities for moving picture operators and still picture photographers are good and the possibilities for hunting big game unlimited.

During the 1898 Klondyke rush, it came into prominence on account of its being on the Edmonton-Dawson route and the point that most parties reached in the fall of the year after leaving Edmonton. It therefore became wintering quarters not only for Inspector Moody and his party of North-West mounted police, but for many others. With Inspector Moody at this time was Constable Fitzgerald, after whom Smith Landing was renamed Fitzgerald.

An H.B.C. Hercules

By JOSEPH HODGSON

IN 1896 I was transferred from Fort McPherson to Fort Norman. The next year, C. T. Gaudet, "Tim," a son of the well-known chief trader, Charles P. Gaudet, of Good Hope, was sent from Fort Wrigley as my assistant. The old gentleman (C.P.) was a man of stalwart build and gave to the service four sons who were worthy offspring of their illustrious father. Strong and sturdy men they were, but Tim, six feet two inches in height with a mighty frame to match, held the premier place; withal he was of a gentle and unassuming disposition, not much given to speech and a lover of hard work. Like all red-blooded young men of the country, he took great delight in dog driving, and when winter set in, in company with an engaged Indian of his own age (twenty years), he went on various long trips to fetch in furs and meat. After one of these, he told me that his comrade had been impertinent with him.

"Well, you are both of the same age," I said, "and if the man does not know his own place, it is up to you to use your two hands and shake him into it."

"I don't care to use force on a man," he responded.

"There we differ," I answered, "for, although I would not hit him, yet I would wipe the ground with him."

The next day we were in the provision store and Tim, presumably thinking that I might have considered him afraid of the other man, said to me, "*Mon ami*, did I ever show you my strength?" He pressed his fingers into the middle of a one-hundred-pound bag of leaden bullets, raised the bag to his shoulder, slowly extended his arm backwards, then, lowering the sack till it almost touched the floor, he flung it about twenty feet into the attic of the building.

"That's a mighty throw," I remarked, "worthy of Richard Coeur de Lion."

Without comment he strode over to a barrel containing loose leaden bullets, tied a rope to it, grabbed it with one hand and lifted it about two feet from the floor. With pardonable curiosity I weighed the barrel and contents, and found them exactly six hundred and seventy-five pounds.

"Now, sir," he went on, "when I left my father he made me promise never to lift my hand against a man."

"You are a wise lad," I said, "and so is your father."

About this time happened the Klondike gold rush. Some of the people halted at Fort Norman to await the coming of winter. When the ice commenced to drift, there was a York boat at anchor in the river and we decided to haul it a distance up the bank out of reach of the spring floods. This boat had a thirty-five-foot keel and the bilge water in it was frozen, forming a cake of ice about six inches thick the whole of its length. I got about a dozen or so of the gold-seekers to help, and, after hauling it

ashore, we tried to raise the bow to put rollers under it. Seven husky men endeavoured to lift the bow a foot, but their efforts were in vain.

Tim then came up, politely asked the men to stand back, then, bending almost to the ground under the projecting bow, he placed his back against it and raised it about a yard from the ground. "Put your rollers in place," said he. "Now, place another about the middle." When this was done he slowly lowered the boat on the blocks of wood.

That winter, I sent him and an Indian with a dog team to carry the mail to Fort Simpson—a three-hundred-mile journey. The Indian, on attaining the top of a bank, suddenly called to Tim, "Moose, moose!"

The animal tried to get away, but the snow was very deep there. It got about thirty yards, when it stopped.

"Let us kill him," said Tim.

"But we have no gun," replied the Indian.

"That's nothing; we have a knife and an axe, haven't we?"

"Bad medicine kill a moose that way," the Indian answered.

"Not for white man," said Tim. "Besides, I hear there is not much dog feed at Wrigley."

Tim tied his scalping knife to a pole and walked up to the moose. It charged. He jumped to one side and drove the blade into its head below the ear. His spear handle broke near the knife and the animal rushed on for a space with the knife handle sticking out of the side of its head. Then the hunter approached it in the rear with an axe, intending to hamstring it. But by this time the knife had done its work, for the animal fell on its wounded side and drove the knife into its brain.

On his way home, Tim came once more face to face with death. About thirty miles from Norman, while having a drink at an open space on the frozen river, the ice gave and he was plunged into the icy flood. As he came up, he grabbed the rim of the ice, and, after much trouble, the Indian succeeded in getting him out. With a cold north wind blowing and in far below-zero weather, Tim stripped himself to the skin by the river's edge and donned dry clothes, continuing his journey as if nothing had happened. Not only was Gaudet strong, but he had a constitution of iron.

"Tim," said I, when he told me the story afterwards, "what did you think when you were almost drowning?"

"Well," he answered, "I thought, *anyway, I am not in debt to the Hudson's Bay Company.*"

On the approach of spring in this land of seven months of winter, a young man's fancy turns lightly to thoughts of ducks and geese.

About four miles from the post I had a pile of wood in eight-foot lengths to be cut in half and corded ready for the steamboat. I appointed an Indian named Richard Taylor to do the work.

Gaudet said to him, "Richard, you have a canoe; I have none. I will make a bargain. Be my partner at hunting time and in return I will help you with the wood."

"Good," said Richard.

On my being informed of this arrangement, I gave them three days' rations, and they started away at nine one morning. At nine o'clock in the evening of the same day I saw them coming round the point. On arrival, I asked Tim what had brought them home so quickly.

"Finished the job," he said; "all cut and corded."

"How many?" I asked.

"Twenty-three cords!"

In a subsequent talk with Richard, I asked him how they managed the job so quickly.

"Ugh!" he replied, "him a terrible man. About one cord I cut, then he say, 'Richard, cord the wood and make tea, and I will cut.' Then he swing big axe and, two-three blow, he cut that stick or snap him like a match. And he never stop to spell, only take a drink of tea now and then. And me, I am sweating at piling that cordwood to keep up with him. I never work so hard all my life."

In concluding this narrative, I will mention that the combined service of the Gaudet family in the Hudson's Bay Company is over one hundred and fifty years; the father having served fifty-nine years himself.

Sporty Fox Hunting

By H. M. S. COTTER, Cumberland House

A certain hunter, returning home late in the day, saw a silver fox coming towards him. He hastily hid behind a big boulder. There he charged his gun, which was a single-barrel, muzzle loader. To his disappointment he found he had no more wadding and, as he was using shot only, it was necessary that the charge be wadded. The fox was coming rapidly towards him as he dived into his pockets in the hope of finding some make-shift, but all he brought to light was two $10.00 bills. He paused for the fraction of a second and saw a vision of $500.00 replacing $20.00, then, pouring the powder down the barrel as quickly as possible, he sent a ten-dollar bill after it with even greater speed. Down went the charge of shot and was rammed into place with the second ten-dollar note. By the time the gun was capped, the unsuspecting fox was within good range. The man of course killed it and obtained an excellent price for the skin.

The rugged shantyman or lumberjack of the Ottawa valley was wont to light his pipe with ten-dollar bills, but that was done in a spirit of bravado and when he had money to burn. To shoot twenty cool simoleons from a smooth bore on the chance of bringing down the quarry and have the money recovered through the sale of the skin, requires courage and sportsmanship of a pretty high order, particularly if a man's credit is on the blink.

Store Service

By H. G. A.

WHAT is store service? This question has often been asked. Broadly speaking it embraces all the services that a store can render to its patrons and the general public. *Goodwill* is entirely dependent on the amount and quality of the service rendered; so that *service* can really be called the personality of the business institution. Take any department for illustration: a customer comes into that department and, if not favourably impressed by the alertness and service rendered by the clerks, he or she is dissatisfied whether the merchandise offered for sale is of the highest quality or not. Likewise, a customer may be dissatisfied with the goods shown but highly pleased with the service given. That of course is a merchandise problem, and we at present are considering the service side of store activities. The successful business is the one that combines both satisfactory merchandise and pleasing and efficient service.

If you are a member of the sales force, remember that you are the direct representative of the company to the customer you are serving, and that he or she measures the standard of the company by the quality of the service you render. Always be courteous: it costs nothing and pays big rewards. Courtesy overcomes many barriers in making a sale: it develops a happy disposition and is the lever that raises you in your career. Study your merchandise and understand your business so that you can give the necessary information a customer requires when making a purchase. Train your personality so that you can adapt yourself to the attitude of each individual customer you serve, so that it can be said that you did your part to build up that *goodwill* which is so dependent on the grade of service rendered.

If you serve the public as a member of the delivery department, remember that you come in closer contact than even the sales clerk. Your influence enters the home. If you are obliging and pleasant, you in your sphere are building up, on strong foundations, that *goodwill* of the people which is so necessary in all business.

If you are on the building staff or engineering staff, do not think that your work makes no difference to the business. The state of cleanliness, the degree of warmth, the brightness of the store, are all vital factors in that all-embracing *store service* and bring results in business as surely as and in proportion to an efficient sales force.

Then there is the telephone staff, who come in contact with the public without even seeing them and have to make a good impression on the minds of their patrons without the help and power that a personal interview gives them. They must therefore so control the voice that the customer is satisfied her requirements will be well attended to and rings off with pleasant feelings towards the company with which she is dealing.

Another phase of store service is the office, both credit and general. It is often a very difficult matter to curtail a customer's credit limit and still retain her good feelings. The credit department staff may be fully within the right, but must remember that the manner in which they perform their very delicate task has an important bearing on the reputation of the Company and the *goodwill* of the public which the store is trying to build up through service.

Sheldon quotes, "He profits most who serves best;" therefore, in rendering service to the very best of our ability, we are really forming the foundation upon which to build our own and the store's success, and the greater the service given, the stronger will be the foundation upon which an even larger structure of success can be erected.

It is only by each individual member of the staff doing his or her duty with the idea in mind that they are a part of the efficient organization known as *store service* and are striving to maintain a higher standard of activity in business, which ideal can only be reached in proportion to the effort of the individaul parts. Without co-operation success cannot be obtained: your success is the Company's success and *vice versa*.

So it behoves us, in whatever sphere in which we serve the Company, to give of our best so that we will not be the weak link in the chain of *store service* that is pulling business our way.

Some War Humour

By J. B. M.

This is the story of an irritable brigadier and an astute Royal Engineers' officer during the late war. The Royal Engineer had been a newspaper correspondent, so one can well understand his tactics. When the brigade was out in rest billets, the irritable brigadier occupied a chateau that was in charge of an old man and his wife who were the proud possessors of a milch cow. The general much enjoyed the fresh cream and milk and took great pleasure in inviting his friends to afternoon tea, at which cream was served to the great delight of all. The wonderful treat became the talk of the brigade.

The Royal Engineers' officer had billets in a house nearby and by right of billet was the proud possessor of a fine little garden of strawberries. He also took pleasure in asking his friends to dine with him, when strawberries were the principal dish.

Early one morning, the engineer noticed the haughty brigadier in his garden busy eating strawberries. Of course he could say nothing, although he felt very cross about it. All day he brooded over this injustice, and eventually, being a reporter, he thought of a way out of his difficulty. Next morning, when the brigadier appeared in the garden, the following notice brought him up sharp: "Anyone found eating strawberries in this garden will have his cow shot. By order."

News from Stores, Posts and Branches

These columns are open for brief, pithy, personal news items from every store, post and branch in the service.

We do not get enough of this class of material.

List your sports committees.
Give us your sporting schedules.
Record your games (win or lose).
Tell of your social activities;
Your holidays and picnics;
Camp-life, hunting, fishing;
Your store competitions.
Report your prize winners.
Record all births, deaths, marriages, etc.
Send in notes of humorous and serious happenings incidental to store and post life.
Name your salespeople who do good work; who exceed their sales quotas.
Tell us of your staff members who distinguish themselves in any way either in or out of the service.
Send along interesting photos, groups, land and seascapes.

Do not forget! we publish every month in the year for you, and we require your news briefs and special articles in a continuous stream, fresh and up-to-date.

Vancouver

GENERAL MANAGER'S MONTHLY MESSAGE

Are You Vaccinated?

I am afraid that many will regard this query in the light of interference with personal views and personal obligation. I may, therefore, at the outset say that I am one of those who believe that it is the bounden duty of every man, woman and child to assist in the stamping out of that awful scourge *smallpox* by universal vaccination.

I would go further and say that I regard the discovery of Sir William Jenner as one of the greatest boons that modern science has given to suffering humanity.

You have noticed in the papers that there is something approaching an epidemic of *smallpox* in our city and surrounding districts. Recently the medical health officer stated that, while during the whole of year nineteen twenty-three there were only 133 cases of the disease dealt with, this year already there had been over 150.

In the seaport cities of Vancouver and Victoria there will always be the danger from this disease, due to the arrival of so many steamers of all kinds from the Orient, where this type of disease is of a very virulent character.

Let me add a personal note. I contracted the disease practically forty years ago, and while I passed safely through its horrors, two other parties, who contracted *smallpox* at the same time and who were not vaccinated, died.

Arrangements have been made for the Company's house physician, Dr. J. W. Ford, to vaccinate all members of the staff without any charge, and I am sure employees will one and all merely regard the remarks contained in this message as along precautionary and commonsense lines.—*H. T. Lockyer.*

—

W. E. Almas, our drug buyer, severed his connection on Thursday, May 16th, to take a similar position with David Spencers Limited. Before leaving, he was presented by a number of his colleagues with a solid leather travelling bag. The good wishes of the staff follow him.

—

BUYERS' MOVEMENTS

Miss A. K. Smith left on Sunday, May 18th, on a Company-wide purchasing trip through the manufacturing centres of the United States and Europe.

S. D. Wilson, who has been on a purchasing trip for boots and shoes for the Company's stores in Canada for the past four months, recently returned.

W. W. Fraser, buyer of china and glass, is still in Europe, where he is purchasing requirements for the coming season for his own department as well as for similar departments of the Company's chain of stores.

Miss K. Currie, buyer of lingerie, underskirts, blouses and corsets, was last heard from in Paris, where she is making extensive purchases of dainty underthings and other intimacies for the Company's stores.

Geo. Sewell, our stationery buyer, is now in the east purchasing goods for his departments.

—

CRICKET TEAM STARTS OFF WELL

The H.B.C. cricket team won its first match against the Public Schools, notwithstanding such a formidable opponent as Eatonshore. The second match was with the Auroras, a team of many years standing and considered one of the best in the league. With careful generalship on the part of Capt. Rudston, who allowed his opponents to bat first, excellent bowling by Ward, Ruffelle and Wilson, and hard hitting by Honiball and Ruffelle, the Bay were again victorious. Score: Auroras, 104; Bay, 106 for two wickets down.

—

H.B.E.A. SWIMMING GALA

An enjoyable swimming gala was held on April 25th to celebrate the ending of a very successful winter swimming season: Place, Chalmers' tank; time, 8'oclock.

Speed races, diving, novelty events and exhibitions were on the card. Daisy Prentice, 220-yd. B.C. champion, swam five lengths, demonstrating the American crawl.

Mr. Burrows, an expert swimmer, gave imitations of a porpoise, a seal, a novice, a submarine, and of Houdini. His Houdini stunt was to be tied in a bag with his clothes on, dive into the water and, before coming to the surface, get out of the bag and remove his clothing.

Two of our men, Graves and Kline, essayed to swim two lengths under water. Mr. Graves was successful, Kline failing by a very small margin.

In the events proper, the judges had to be very careful picking winners, for sometimes less than inches separated the swimmers. George Adamson, of the candy department, took first place with two firsts, two seconds and one third. Bud Graves took two firsts, one second and one third. Kline and Harry Adams were tied for third place with two firsts and one second each. W. Henderson was fourth, winning two firsts and one third. Of the ladies, Miss Marshall excelled, winning one first, one second and one third prize.

One of the most amusing incidents of the evening occurred at the start of the old-clothes race. Just as the swimmers were preparing for the plunge (they looked funny enough anyway), one of the girls broke a balloon. Little Bill Henderson (175 lbs., 6 ft. 2 ins.) promptly dived in with a mighty splash. He came out again wet and bedraggled. His expression would have lent inspiration to a comic artist.

Competition in the diving contest was particularly keen. Many contestants drew nearly the same number of points. Kline, Graves and Frank Hornsby all tied for first place and had to dive again. Kline won out, with Graves second and Hornsby third.

At tilting the rider, Bud Graves and Harry Adams won handily, experiencing little difficulty in overturning all his opponents.

In the long plunge, two plunges were allowed each man. At the end of the first plunge Kline led with 37 feet, Bud Graves was second with 36 feet and Adamson third with 31 feet. In the final plunge Bud made over 41 feet, taking first place. Kline was second with 38 feet and Adamson third with 32 feet.

Clarice Fletcher demonstrated her lung power when she won the ladies' balloon race. She blew her balloon swift and straight, winning the event by a comfortable margin.

The success of the evening was materially aided by the work of the judges, Skelly, Almas and Burrows, who gave true, prompt decisions. We have to thank the management for our prize list. Thirty managers and officals of the store donated 33 prizes. There were about 125 spectators, who seemed to enjoy themselves thoroughly.

After the gala came light refreshments and the distribution of prizes. The ladies of the sports committee served, with Mrs. Weaver making coffee and directing operations. Immediately after refreshments Mr. Skelly very ably distributed

the prizes. The evening was closed with "God Save the King."

Tabulated Programme

Men's 50 yards—1, G. Adamson; 2, L. Greenwood; 3, P. Rutherford.

Ladies' balloon race—1, C. Fletcher; 2, I. Jarman; 3, L. Marshall.

Long plunge—1, Graves; 2, Kline; 3, Adamson.

Girls' race—1, A. Prentice; 2, L. Marshall; 3, I. Jarman.

Miss Prentice's exhibition.

Dressed-in-clothes race—1, H. Adams; 2, G. Adamson; 3, P. Rutherford.

Mr. Burrows' exhibition.

Boys' 50 yards—1, L. Greenwood; 2, G. Adamson; 3, W. Henderson.

Ladies' race—1, L. Marshall; 2, C. Fletcher; 3, I. Jarman.

Egg and spoon race—1, W. Henderson; 2, H. Adams; 3, B. Graves.

Diving contest—1, M. Kline; 2, B. Graves; 3, F. Hornsby.

Relay race (four winners)—Kline, Rutherford, Henderson and Adamson.

Tilting the rider (2 winners)—H. Adams and Bud Graves.

Victoria

A. J. Watson, manager of the Victoria store, was recently elected one of the directors of the Victoria Chamber of Commerce for a term of two years.

H. T. Lockyer, general manager of the British Columbia stores, paid one of his periodical visits to Victoria on May 9th.

Miss McLaren, of the whitewear department, has obtained a three-months leave of absence, during which she will visit Scotland, England and the continent. She hopes to visit the British empire exhibition at Wembley.

Miss Gillespie, who has also secured a few months' leave of absence, will shortly be on her way to the Old Country, where she will visit her family.

Whether it is safer to be in an automobile or out of it is a matter for speculation. In the same week Miss Gardiner and Miss Merryfield both met with accidents, the former while driving and the latter while walking across the road. We are glad to know that both young ladies are doing well.

We are glad to see Miss Hardisty back to the store fully recovered from the results of the unfortunate motor accident which occurred up island some months ago.

The last football match of the season resulted in another win for our soccer team, this time against the city champions, Sons of England. This makes the eighth or ninth consecutive win for the Hudson's Bay boys.

The first cricket match of the season also resulted in a well-deserved win for the H.B.C. team. 124 to 60 is a splendid showing against a team like that of the University.

Congratulations to J. Grant, of the furniture department, upon winning the second prize of $25.00 in the Simmons' competition open to all Canada. To be second in a contest of this kind, in which there were several hundred competitors, is no small feat. If you want to know anything about beds, especially Simmons' beds, ask Mr. Grant.

—

REUNION OF OLD-TIMERS

The reunion of old-timers, which took place in Victoria on May 9 and 10, was a happy inspiration of the British Columbia Historical Society. About four hundred pioneer British Columbians congregated for this momentous event. Of this number a large proportion had only to travel from their Victoria homes to the places of assemblage, but there were many who had come long distances, from the most remote corners of the province and from distant towns in Washington, Oregon and California. To these distant visitors Victoria was almost a strange city, little resembling the tiny town of sixty, seventy and eighty years ago, when Hudson's Bay Company's fort formed the principal building. To the many old-timers who visited our store the present handsome

structure must have seemed a wonderful contrast to the old fort in which the Company transacted its business in the early days.

—

MAY SALE A TREMENDOUS SUCCESS

Probably there were several factors contributing to the wonderful success of our May anniversary sale, but perhaps the most outstanding feature was the splendid enthusiasm shown by every member of the staff from the opening day.

A new departure, so far as the Victoria store is concerned, was an inter-department competition, which proved not only interesting but a very definite stimulation to business in general.

A certain money prize was offered by the management to each of the sales people in the department which could show the greatest percentage of increase over the business done during the corresponding period of last year. This resulted in a good deal of friendly rivalry, the interest being maintained by a huge chart, hung in the employees' entrance, showing a number of thermometers, each of which represented a department. The reading of the thermometers each day indicated the leading department. Naturally the "fever" ran higher as the sale progressed. The department whose temperature reached to the highest point, or in other words showed the greatest percentage of increase over last year, was the white-wear department, under the management of Miss McLaren. To her and her staff we extend our heartiest congratulations.

To add interest to the sale from an advertising point of view, each day was designated by a different name, the order of which was as follows: First day, Inauguration Day; second day, Incorporation Day (May 2nd); third day, Fathers' Day; fourth day, Sports Day; fifth day, Courtesy Day; sixth day, Employees' Day; seventh day, Mothers' Day; eighth day, Pioneers' Day (pioneers' reunion); ninth day, Children's Day.

A huge flag showing the figures 254 flew from the main flagstaff throughout the sale. This of course could be read from many blocks away and drew attention to the fact that our anniversary sale was in progress.

Kamloops

Leap year has been keeping up its reputation. Two of our girls have crossed over into wedded bliss.

Annie Sargent was married on May 1st. Mrs. Keating kindly gave a shower at her home in honour of the occasion, and her many girl friends joined in presenting her with numerous beautiful and useful articles.

Margaret Muir also took the all-important step on May 7th. Mrs. T. Pattinson gave a shower at her home, when Margaret's girl friends and well-wishers presented her with useful articles for her future home.

Who will be the next?

We are experiencing one of the coldest and driest seasons ever known in Kamloops and consequently anticipate forest fires. Speaking of forest fires, we are glad to note that our manager, J. E. Andrews, has just had a fine window on exhibition as a practical lesson in prevention of forest fires. This was greatly admired by all who saw it. The Kamloops *Telegram* gave the Hudson's Bay Co. great credit in an article on the subject.

"Billie" Chadwick has left us to join her mother in Vancouver. Her health has been far from satisfactory and a change may go a long way to make her as robust as she was a year ago. We wish you good luck, Billie.

Said the man to his wife, "There are some funny things in history. Take Cinderella, for instance." He might have said that we had a picnic two years ago, which is also history. Will it repeat itself this year, we wonder?

We extend a welcome to Cecylia Furiak to the grocery department in the place of M. Muir. Also A. Dougans to the dry goods department in the place of A. Sargent.

May Day is always one of the premier events of Kamloops, and is really "Children's Day." He would indeed be unloyal who did not make way on this special occasion to gladden the hearts of all "Young Kamloops." Hudson's Bay is

always to the fore in this event, our manager and Mr. Milne having the honour of decorating the queen's car.

Now that Penetan and Paul lakes are again open for the fishing season, we expect to hear some of our ardent fishermen tell stories of the big ones that got away. Miss Littlewood claims to be an expert at fishing; perhaps she will tell some of us how to put them on the hook.

A general meeting of the welfare association was held in the public rest room at 5.30 p.m. April 7th, when election of officers for the ensuing year took place. President A. A. Milne was in the chair. Those elected were as follows: President, T. B. Calderhead; vice-president, T. M. Bone; secretary-treasurer, S. L. Cozens. Welfare committee: W. H. Madill, Misses Barr, McCormick, and Andrews, and A. V. Alexander. Social committee: T. M. Bone, F. Ricketts, L. A. Miller, J. Dougans, M. E. Sargent, B. Baxter.

Edmonton

We are pleased to welcome the following newcomers to our large family of employees: Miss Gilbert to the notions; Miss Cleaton, drugs; Miss Edmundson, jewelry; Miss Naubert, art goods; and Mr. Fraser, staples department.

What's the matter with Vancouver, Victoria and Kamloops—no news in last month's *Beaver*.

Deepest sympathy is extended to the Misses Bowen on the recent sad loss of their father.

Miss Jackson, of the office staff, we are sorry to say, has resigned after five years' active service to take up another position in the city.

Lola Hepburn and sister Nita have left us to reside in Vancouver. Lola is another of our very popular employees whose resignation will be keenly felt by a large circle of friends. Spring and fall openings were never complete without the charming "missie" model in the person of Lola Hepburn. The best wishes of the whole staff are extended to the Hepburn sisters for the future.

Etheleen McEwen also has left us and is taking a course in stenography. Etheleen has served us faithfully for six years and, like Miss Hepburn, was one of the star models at every spring and fall fashion parade. Her loss will likewise be much felt.

The Wednesday half-holidays are now being enjoyed by the staff, with one exception—the advertising manager is still to be found in his accustomed place, coat off, working like a Trojan on the Saturday copy and checking proofs for Thursday selling. Too bad; but it's got to be done. Newspapers, like time and tide, wait for no one.

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ANNIVERSARY SALE

It is gratifying to know that the anniversary sale was a big success, and it plainly shows what concentrated effort and special preparations can do if the driving force at the back of it is strenuously applied. It meant hard work, especially for the display and card-writing department, the advertising department and the shipping room employees, but they went at it determined to do their utmost in putting the sale over with a bang. It would be interesting to know how the other Hudson's Bay stores made out.

—

H.B.C. GIRLS ORGANIZE FOR BASKETBALL

Hudson's Bay Company girls' basket ball teams have been organized and will enter in the ladies' mercantile basket ball league, and a good season of real basket ball is looked for by all participating teams. Everything points to basket ball in this league reaching a high standard and interesting battles are to be expected when the different teams meet. In past years the Bay has had many fine teams, but they have yet to win the cup, which is now held by the Alberta Government Telephones team. This year they are confident that they will annex the silverware.

At a meeting held a short time ago, the appointment of Joseph Springer as coach for this season was announced. Basket ball fans will remember that it was this

same Jos. Springer who successfully coached the Central men's team to the intermediate provincial championship last winter.

Taking advantage of the rule that allows each team in the league to play two outside players (meaning a player who is not employed at the place of business she is playing for), the Hudson's Bay has been fortified by the addition of Lucille Dobson and Violet Davies. Miss Dobson was the star centre player of the Varsity team that clashed with the Graduates. She will not be available before the first of June on account of leaving the city, but after that date will be a tower of strength on the Bay's team. Violet Davies last season burned up the ice playing hockey for the Monarchs ladies' hockey team. If "Vi" can come through with the same class in basket ball circles, then a good place in the league standing is assured the Hudson's Bay team.

The captain of the team is none other than Kate Macrae. Miss Macrae has been playing basket ball all winter with the Morris School of Physical Culture, and her condition should be in the proverbial "pink." Jean Robertson, another glittering hockey star, is also on the Bay's team and, although this is Miss Robertson's first year at the hoop game, she is showing up well at the practices that have been held. The above players will be called upon to carry the brunt of the Bay's work in the coming games.

Following close behind these players are Muriel Hawton, a forward who played with Parkdale; Etheleen McEwen, who played guard on the team last season; Myrtle Stong, Freda Buckles, Lillian Saunders and Bessie Semple, also of last year's team.

The second team will be composed of the surplus players from the first team, strengthened by the Gillespie sisters, and judging by the material seen at the practices this Bay team should also show up well in the league standing.

Games will commence May 26th. Both teams are being coached by Joe Springer, while Jack Prest will officiate as manager.

Lethbridge

SALESMANSHIP AND ADVERTISING

We read occasionally in this magazine articles on various phases of business life, including salesmanship and advertising. The latter is one that is sometimes considered as being solely the affair of store executives and department managers and of little or no importance to those who serve the public over the counter. It is most essential that all on the selling staff should as carefully read and study the store's advertising as they would the sports page or society columns of the daily paper.

It is not uncommon to find instances where customers have a greater knowledge of what has been advertised than the clerks who are serving them. This should not be. A knowledge of the store's advertising is just as important to the sales person as it is to the prospective customer. Study advertisements, keep in touch with all that is being done in other sections of the store; you will derive great benefit, increase your selling ability, and create within yourself more confidence in your merchandise.

Confidence is a great factor and should be developed in order to attain the best results. A great lack of confidence is evidenced in an advertisement of a store in one of our small western towns in which appeared the following:

"Two pairs of hose in heather effect for the price of one pair; and furthermore one of the firm has made a bet that the sales won't be more than a dozen pair all told in spite of this snap."

—

LAKE SPORT

The winter activities of the athletic association have now definitely come to a close and attention is being devoted to summer plans. Thought was first given to the question of getting the boathouse and accessories in shape, and it was decided to purchase a new boat of greater strength and capacity, as it was feared that some members had taken the recent talk of increased volume very seriously, but more in the physical than in the sales

sense. It was also suggested that a Hoover be purchased for the purpose of cleaning the boathouse, but it was unanimously held that such an instrument would not be conducive to the proper amusement of the members, in so far that some careless person might push the Hoover over the verandah and absorb the lake.

From current gossip and a strong east wind we understand that the lake is somewhat dry, but that for what it lacks in water it gives full value in perfume. The correct French name for the perfume we do not know, but it is very much feared that the chief ingredient is Camembert cheese which has been kept for three or four months in a very hot sun.

—

IMAGINARY INTERVIEW

We recently took the plunge and resolved that it was our duty to interview the local celebrities and to obtain their views on everything in general and nothing in particular. Going on the principle that it is a long lane that has no permit and that salted almonds goeth before a thirst, we decided to make our first call on Mr. Downtown, the local grapefruit king.

Mr. Downtown, when we eventually found him, was cutting ham with one hand, making up orders with the other, talking on both telephones and to three travellers all at once, and altogether seemed to be somewhat busy. On our approaching him, however, he immediately stopped all work, assured us that he was not busy, never had been busy, and never would be busy, and would we be good enough to please sit down and try one of those soused sardines.

The interview was a lengthy one, but lack of space forbids more than a summary of the views expressed by Mr. Downtown. His subject was the ideal department store, and the following are a few of the points which he considered essential to the establishment of such an ideal:

1. The grocery department manager should also act in the capacity of credit manager, but at the same time should assume no responsibility for collections.

2. Stock shortages are a myth created by the office. Steps should therefore be taken to dispel either the myth or the office, or both.

3. Greater volume would result from a judicious blending of the merchandise of the grocery department and the ready-to-wear department. For example, what can better set off the beautiful lines and colouring of a can of pork and beans than a subsidiary display of fur coats.

4. Obtaining a credit note should be considered beneath the dignity of any well-bred customer. Such functions should be left to dentists and the fire department.

Calgary

ANNIVERSARY SALE

The anniversary sale was held here this year from May 1st to 12th and proved a decided success. Preparations were made in every department prior to opening day, and a general meeting of managers and assistants was held in the dining room on Thursday, April 24th. This meeting was presided over by P. J. Parker, and preparations and suggestions for the meeting were discussed. A great many ideas originated from this meeting and many of them that were put into effect added to the interest of the sale.

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HISTORICAL PAGEANT

On May the 8th, 9th and 10th the Alberta historical pageant was held at the Grand theater. This performance was arranged and displayed by the McDonald academy, and a great deal of assistance was given by the Hudson's Bay Company. The pageant showed, through tableaux, the industrial and social progress made in Canada during the past fifty years. Perhaps the finest scene was that which showed an old Hudson's Bay trading post and depicted the Indians trading their furs. The whole performance was very well staged and received very favourable comments.

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DEPARTMENT CHANGES

Improvements have been made during the past month in the grocery department, one side of which has been rearranged.

The department has been brought closer together and space has been allowed on the same floor for the growing order room, which previously was in the basement. The new plan affords better selling service and is more accessible to the elevator. Another change in the department has been effected by moving the grocery telephone switchboard to a more central spot. The centralizing of 'phone orders taken from the meats, fruits, provisions and groceries will give quicker and better service to the customers of this department.

—

SPORTS

Golf—The Hudson's Bay golf course is now in operation, and indications point to a very successful year. Last year the new nine-hole course was laid out, and this year several improvements will make it one of the best nine-hole courses in the city. The course work is in charge of Mr. Greer, who has had several years' experience along this line, so that members will be assured of the course being kept in first-class condition. Arrangements have been made for catering at the club house, which is conveniently placed, and we trust that members will avail themselves of this opportunity. Mr. Neal has been appointed chairman of the grounds committee and Mr. Doll chairman of the tournament committee. A weekly tournament will be arranged through the summer and the results published in later issues.

Cricket—Activities along this line will be commenced this month. Mr. Campbell, our enthusiastic cricket representative, informs us that a team will be entered in the Calgary Wednesday league. Further reports will be given later.

Tennis—More enthusiasm than usual is being shown this year in tennis. The tennis court at the club grounds is being put in shape, and we hope this summer to see thirty or forty of our associate members enjoying this kind of sport.

Swimming—Swimming classes for ladies will commence June 1st in the Y.W.C.A. Miss Mulligan is in charge of the Bay enthusiasts.

Saskatoon

The efforts of the entire selling staff counted much for the success of the 254th anniversary sale, May 1st to 10th.

The store is organizing a tennis club. Through the courtesy of the C.P.R., ideal grounds have been secured for the courts.

We are sorry to learn of Miss Lepine's illness, and trust she has a rapid recovery and will soon be back to work again.

Miss McCormick, who has been ill for some time, is recovering rapidly, and at present is enjoying a rest in the country.

Miss Tipping, corsetier, has been called east on account of illness in the family.

We would like to know why one of our managers, whose car stands outside the employees' entrance, has not awakened to the fact that spring is here, and that his "Lizzie" no longer requires a winter hood.

Winnipeg

Retail

BIRTHDAY PARTY

Four hundred members of the store family sat down to a supper and birthday party in the store restaurant April 28th, and not one gloomy face was seen in the entire gathering. Always one of the red-letter events of the year, 1924's anniversary party went one better than any of its predecessors by reason of two innovations.

Our Very Own Orchestra—The first, of prime importance to the success of the affair was our own orchestra, recently organized by Messrs. Hughes and Fisher. The members played splendidly, both during the banquet and entertainment and for the happy dance that completed the joyous evening.

Where Did You Get That Hat?—The second innovation that took the gathering by storm was a prize competition for the most original paper hat. A day or two in advance it was announced that everyone must make his or her own hat entirely from paper and wear it on party night.

The scene was indescribable, the room a blaze of colour from the many bright hues of paper employed. Very much ingenuity and care must have been expended on the creation of the hats and much humour was shown. The first prize for ladies went to Miss Welsh for a clever hat representing a rado aerial. Mr. Ferguson was awarded first prize for a tile hat creation on which were pasted many decorations, together with a big *Seal of Quality* and a design relating to out 254th anniversary. The judges had no easy task, for there were fully fifty hats of merit almost equal to the ultimate winners.

Mr. Davison wore one made over a girl's big wooden hoop, so large it could hardly enter the room. Mr. Brooks, our hat salesman, wore a very clever "mad hatter" tile. The girls' hats were invariably beautiful, but as the prize was awarded for originality and fitness to the occasion that is why many a glorious creation did not win. During the banquet, led by Mr. Leckie the gathering joined in community singing and in demonstrations of various departmental yells.

A short programme of entertainment was heartily enjoyed, the artistes being members of the staff, including Mr. Tittle, song; Miss Florrie Simpson, song; Miss Richardson, reading, and Bertrand Birch in a comic sketch and songs which brought many a laugh.

Employees' Welfare Association—During the interval Mr. Ogston covered the work of the employees' welfare organization in a brief address. He referred to the fact that $3000 had been paid out in sick benefits during the year and that the association, through its connection with the Victorian Order of nurses, was doing a great deal of good work in a quiet and efficient way. New officers were announced for 1924, viz.: President, W. R. Ogston; treasurer, F. Smith; secretary, P. Harrison; directors, Peaton and Drennan.

Mr. Ogston conveyed to the gathering the regrets of Mr. Cooke on being unable to attend owing to indisposition from a recent operation.

From 8.30 to 11.00 the hours slipped by all too quickly in dancing and whist. Prize winners of the whist drive were: Ladies' first, M. Smith; second, M. J. Kaiser; men's first, Cameron; second, Leveque; booby, McVety.

—

DEPARTMENT MANAGERS ARE GAY

About thirty departmental managers sat down to supper and song a day or two prior of the start of May sale, and report has it that a merry time was spent. Bert Leckie, the irrepressible, came along with a new one—a song of around twenty-five verses, each one containing a skit or sly dig at a member of the party. A good chorus helped and the song went over "big." This was composed by Leckie and Reith and sung to the tune of "McNamara's Band." The occasion was taken to welcome three new members to the store family, viz.: Misses Rodger and Kitching and Mrs. Sperry. It was regretted that Mr. Cooke was not well enough to attend.

H.B.C. Orchestra

(Winnipeg Retail)

Left to right: F. A. Fisher, P. Harrison, G. Foster, W. J. Hughes, W. T. Dickens, G. B. Niven, and G. Avison.

STORE GOLF FOR BETTER BUSINESS

As usual, great interest was taken during the big sale in the graphic chart of progress posted in the time office. This was a huge board painted to represent a golf links and marked out in courses across the board, each department being allotted one.

At one end a small caricature of the department manager was seen driving a golf ball across the course. The balls were moved every day as the sale progressed, the race causing great excitement. One ball would travel far in advance, while another scarcely moved, according to how good or poor a day's business was experienced. A quota line was marked and six prizes offered the six departments whose golf balls advanced the farthest over the quota line by the end of the sale. It is gratifying to report that almost every department reached its given quota, most of them exceeding by quite a margin. The winners were:

Prize	*Department*	*Score*
First	18, Whitewear	187
Second	34, Tailoring	184
Third	14, Silks	180
Fourth	22, House Furnishings	138
Fifth	5, Neckwear and Jewellery	135
Sixth	1, Dress Goods	125

A thermometer was also watched with interest by the entire staff as it indicated from day to day the progress of the whole store over the allotted quota.

Crowds visited the store daily and from every viewpoint the anniversary sale upheld its successful record. The first day, Thursday, May 1st, was the biggest day's business ever recorded in the Winnipeg store. With harder competition than ever to contend this year, it is gratifying indeed to record such a splendid result to our 254th anniversary celebration.

—

The store's new windows continue to attract city-wide attention. A June bride display, including her trousseau, her travel needs, gifts, etc., was particularly attractive and the cause of the store receiving very many compliments. Misses Kitching and Rodger and Messrs. Fuher and Davison teamed up to good advantage in the production of this set.

Miss Woodhead and A. Farquhar, ready-to-wear and silk buyers respectively, were recently in Saskatoon. The visit was in preparation for their buying trip to Europe, where they will each spend the next several months buying for the needs of the Winnipeg, Yorkton and Saskatoon stores.

Sidney Lovegrove and Mrs. Ferguson are two fortunates who, having arranged for several months' leave of absence, recently departed for their former homes in England and Scotland, respectively. Sidney intends doing the empire exhibition in a thorough manner.

Tom Parker, our budding young advertising man, and John Young, junior cardwriter, had the finest job of their lives the night of the party. They were made guardians of the ice-cream and did a noble job. They would not brook any pilfering—probably with an eye to reserving enough left-over to compensate them for their trouble.

Winnie Fraser, for some time clerk in the paymaster's office, left on May 22nd to become a bride of June. Her wedding to B. Holliday takes place at her home on June 2nd. They will make their home at Lac-du-Point, Man., where we wish them the age-old wish, that they "live happily ever after."

Mamie Ferguson found herself in the unfortunate position of having to *foot it* in from St. Andrew's Locks one Sunday in May. Running short of gas, they borrowed from another auto, but the gasoline was poured into a leaking can, with the result that the party was stalled ten miles from nowhere. After the big sale this was no way to recuperate, was it, now?

Mr. Beggs was heard to remark, anent the anniversary competition, "You can handicap a good horse to the extent that even a donkey could beat it!" We wonder what Sam's handicap was, and if he thinks he is a horse, a donkey, or just the *goat*. We notice he came in a very close second.

The many friends of Ellen Cail will be pleased to hear of her marriage to Samuel Lennon on May 12th. We wish her every happiness in her married life.

Who are those two distinguished gentlemen all bedecked in Harris tweed sports suits? Surely a couple of golf pros. No, one is a shoe salesman, the other a secretary. Well, well!

Tom Johnson, who for the past five years was in charge of the men's suit department, left the employ of the Company May 15th to take a position on the Canadian National Railway as dining car conductor. He left with the good wishes of all for success in his new venture, for Tom was universally liked for his geniality and ready Irish wit. He will be missed.

E. Pilgrim, foreman of decorators in the wallpaper department, is a happy man today. A new son arrived at his home Sunday, May 11th, by all accounts a husky youth, well fitted to carry on his dad's pilgrimage.

We join with the entire store in congratulating Tom Croft and Clarence McBride, two popular members of the men's furnishings department, on recent increases in their worldly possessions, to wit, Mr. Crofts, a bouncing boy, born May 12th, and Mr. McBride, a wee lassie, born May 2nd. It was a memorable occasion for Tom, as this is his first-born, but Mac has the start of him by one, and has the additional pleasure of his present arriving on May the Second, the exact date of the 254th anniversary of the birth of the Company. She is a real Hudson's Bay baby. We wonder will he call her "Ann."

—

GOLF

After long and anxious waiting, studying weather charts and Foster's predictions, H.B.C. golfers finally got going May 3rd and 4th. Soon competition for the store cup will get under way. George Keele is the present holder. He has started out with a brand new set of clubs, including two or three steel shafters and a straight faced putter with which he can pot them unerringly.

The most improved golfer this year is R. Cunningham, who has already turned in several scores of around 90, whereas last year he had a struggle to break the 100.

Bill Pearce, of the wholesale, came within an ace of committing homicide when he caught a wicked drive right on the toe of his club, the ball shooting off at almost right angles and landing plump into the ribs of a golfer on a neighbouring fairway. Fortunately the other fellow was a good sport and recounted how a friend of his once went into a drug store to buy some liniment after a similar mishap and bought a ticket in a lottery which proved to be the winning number. He said if his mishap turned out as luckily he would thank Billie for hitting him.

Winnipeg

Wholesale-Depot

We are pleased to report that our manager, C. W. Veysey, is progressing favourably and we hope that ere long he will be his old self again and back on duty.

C. Scruby, night watchman, has undergone a serious internal operation, but is coming along nicely. His great fear was not for himself, but for his garden, but his wife and daughter have, we understand, carried on the work nobly in his absence.

Our sympathy goes out to Fred May, our accountant, who has received cabled news from England of the death of his father, accelerated by the loss of two of his three sons in the late war—all three serving. Mr. May, sr., was 72 years of age and leaves a wife, a daughter and a son (Fred).

DIVINE DISCONTENT

Sad is the day for any man when he becomes absolutely satisfied with the life that he is living, the thoughts that he is thinking and the deeds that he is doing; when there ceases to be forever beating at the doors of his soul a desire to do something larger which he feels and knows he was meant and intended to do.—*Phillips Brooks.*

Land Department

Winnipeg

LAND DEPARTMENT CONCERT PARTY

Reading from left to right: Messrs. Bridgwater, Swindell, B. Everitt, Nicholls, and W. Everitt, Miss Bigelow, Mrs. W. Everitt, Misses Henderson, Peters and Mr. McQuiston.

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The land department staff lost one of its valued members on the 10th of April, when Margaret Dunn resigned to become the bride of Frank Morley. The wedding took place on April 17th, and the happy couple left for their future home in Chicago, followed by the good wishes of their many friends.

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TENNIS

The Hudson's Bay tennis club is about to enjoy one of the most successful years since its formation. The courts are fast getting into shape, three already being in use and the other two expected any time. The first game was played by Sir Henry Thornton, K.B.E., and his guests, who have been granted the use of the courts any time they are in Winnipeg, and this they have expressed their pleasure in accepting. The courts have not been officially opened for the season, but at the time of going to press it is hoped that May 24th will be the day.

Faith in other men will bring a man friends and open the door to mutual benefit.

Faith in those unseen forces of business which are more lasting than Gibraltar will make a man invincible.

Fur Trade

District managers, post managers and general contributors! Would you like to see more fur trade news and special articles in The Beaver? We can only insert what you send us.

Why not sit down one evening each month regularly and write us your little quota for The Beaver, whether there is a mail in sight or not? Clear photos (or negatives) with short descriptions; accounts of expeditions, trips, natives, unusual happenings, outstanding men in the fur trade, past or present; the service from a woman's point of view; legends, stories, adventures, strange or interesting phases of bird or animal life; historical notes, poems, verses and short general post and district news are always welcome.

Are you doing your share?

—

Winnipeg

On April 16th, John Melven and A. H. Snow arrived in Winnipeg from Nelson River district.

Leslie Laing was also in from Lake Huron for a couple of days.

Gaston Herodier, of St. Lawrence-Labrador district, arrived in Winnipeg April 18th, returning to Montreal on April 22nd.

Miss Bogle, of Saskatchewan district office, is unfortunately in hospital with an attack of diphtheria.

Former Corporal Bonshor, of the R.C.M. police, has now entered the Company's service and will shortly proceed to the western Arctic district.

Edward E. Deans has entered the Company's service as apprentice clerk for Saskatchewan district.

Faith rules the world!

Faith comes of thinking, acting and living. Men build it out of moments, experiences, obstacles and struggles; out of life itself.

Athabasca District

In view of the many tales we read nowadays of the trying, strenuous journeys undertaken by those whose sphere of usefulness takes them into and through the land of silent places at all seasons of the year and under all conditions, the accompanying picture may be of interest to some when the actual facts are explained, and it might also tend to make some of us who travel comfortably tucked in in a "carryall," with a man to drive our team and another to break trail, ponder before complaining of the hardships of winter travel under such conditions.

First of all let me say that there is a superstition amongst certain tribes of Indians concerning photography, and it is hard to induce them to be snapped, it being their belief that if they permit it death will overtake them or some member of their family. Being personally present when this picture was taken, I can vouch for its authenticity.

The man standing in the foreground is the post manager, who was compelled to take that position in endeavouring to coax the dogs from going while the old man was making every effort to get them to move, as he could not be persuaded to stand for his picture. The interesting part of it though is that the old man, who could not be less than sixty years of age, is returning to his family after having traded all his winter's catch, a journey which will take him seven nights or eight days travelling. It will be noticed he has only three dogs. The weight on the sleigh he is tugging at to get started is slightly in excess of 300 pounds. His purchases, however, could not all be loaded on the three dogs, so he bought a thirty-inch trunk, which he packed full with sundry dry goods, the weight of which would be, at the very least, fifty pounds. This, as you will see, he has loaded on himself, using a pack-strap or portage-strap, and will have to carry it for eight days in addition to driving his dogs. He was plainly visible for a mile after leaving the post, and in that distance his sled upset ten times, due to the trail being high on account of recent thaws, but never once did he discard the trunk to right his sleigh. Only one who has driven dogs with loads knows that it takes some strength to right an overturned load. The old man is a great grandfather with four great grandchildren; so that it is possible he may be over sixty.

This picture may be of special interest to our genial friend Joe Lyons, as it may possibly recall to him the days of Dave Johnson, Simpson, Leggo, *et al.*, an instance when an appealing letter asking for assistance for an old servant was received from an inland post manager, which ended as follows: "A poor, simple-minded, old man. Ran after dogs till he could run no more. No funds."—*C. C. Sinclair.*

Mattice Post

Mail from Moose Factory, James Bay, arrived here on March 13th, this being their tenth day from Moose. Accompanying the packet were Geo. Watson, assistant district manager, James Bay, and R. G. Sherlaw, post manager, Ruperts House. The former left the same night for Winnipeg and the latter left for Montreal the next morning. Mr. Sherlaw will return

to Ruperts House by the first canoe in spring. Mr. Watson returned from Winnipeg after a week's absence, and the packet left for Moose the following day. This time they were accompanied by Edward Corston, post manager of Nemaska, Ruperts River section, who has been out on furlough since last fall. This was Mr. Corston's first visit to the *line* and he has certainly been enjoying the sights, including a visit to Montreal. About 500 pounds of mail was taken down on the four toboggans. The balance of the mail will go down by Pagwa river this spring.

Fort Chipewyan Post

A FUR TRADE PROBLEM

In the life of a fur trade post manager situations arise which frequently possess all the elements necessary to *opera bouffe*.

Two letters written in the angular script known to most of the Indians of this region arrived here by the same messenger. The first one opened was written by one of our best hunters, who wished to be supplied with a rifle and ammunition wherewith to hunt.

Now, in view of the fact that this Indian is a man well advanced in years and is known to be very ill indeed, Mr. Loutit thought that perhaps the second letter, which had been written by the Indian's son, might throw some light upon this request.

Upon deciphering this second letter, he was surprised to read that, while the father who was thought to be at death's door desired to hunt, the son, a young man in the best of health, was anxious to possess all of the material usually associated in the make-up of a really first-class coffin, and this, as he explained, he designed to use as a last abode for his worthy sire.

Now, the manager knew that if he supplied the rifle and ammunition to the older man and that worthy should depart for other spheres of activity without first securing some fur, the Company would be the loser. On the other hand, if he did not accede to the request and the Indian should be so *ornery* as to recover, then he might take his furs to others, and a good hunter would be lost.

For a moment or two Manager Loutit reflected on the problem. Then a grin overspread his face as the solution occurred to him, a solution satisfactory to all parties and possessing a direct appeal to the Indian's sense of mordant humour.

Perhaps some members of the service would give us their solution. Then at some future date the writer will narrate how the difficulty was overcome. Therein lies the humour of the situation.

Weymontachingue Post

SOCIETY NEWS

The two horses kept by the Indians died this month and were placed on chunks of ice and floated down the river, presumably to the *happy hunting grounds*.

Charlie Petequay, the chief, was in at Easter with lots of medals and very little fur. More fur and less hardware, Charlie, please.

Mrs. Petequay was wearing a very becoming green plush hat with scarlet feathers.

The post manager's wife went through the ice in the river a few days ago. In her words, "the earth seemed to give way beneath me and then I felt very cold."

Large bodies of fire rangers are appearing. We fear it will be a great expense unless there are lots of fires.

"The melancholy days are come, the saddest of the year" when we close off the books and a number of Indians have not paid their debts.

The *Weymont nightingales* (frogs) have commenced their choral concerts.

Cheap cars were known before bridges. In the early days before the railway reached western Canada and travel was by mode of the Red River cart, travellers, when wishing to cross a river, always looked for a *Ford*. In these days of up-to-date office systems a *Loose Leaf* car is more appropriate—Yes! a *Paige*.

Receipes from J. C. Boyd

TO GET RID OF MICE

Mix dry a small quantity of baking soda or saleratus with flour and add a little granulated sugar. Scatter this over flour piles or elsewhere and it drives mice away. If eaten by mice they swell up and die.

TO CLEAN MOULDY BACON AND HAM

As soon as received scrape and rub off all mould with coarse sacking. Then melt some lard and spread it over the meat with an ordinary paint brush.

SEVEN AGES

The seven ages of man have been well tabulated by somebody or other on an acquisitive basis. Thus:

First age—Sees the earth.

Second age—Wants it.

Third age—Hustles to get it.

Fourth age—Decides to be satisfied with only about half of it.

Fifth age—Becomes still more moderate.

Sixth age—Now content to be satisfied with a six-by-two strip of it.

Seventh age—Gets the strip.

—

PROMISE YOURSELF

To be strong that nothing can disturb your peace of mind.

To talk health, happiness and prosperity to every person you meet.

To look at the sunny side of everything and make optimism come true.

To think only of the best, to work only for the best, and expect only the best.

To be just as enthusiastic about the success of others as you are about your own.

To forget the mistakes of the past and press on to greater achievements in the future.

To wear a cheerful countenance at all times and give every living creature you meet a smile.

To give so much time to the improvement of yourself that you have no time to criticise others.

To be too large for worry, too noble for anger, too strong for fear, too happy to permit the presence of trouble.

"At last-a *Real* Job and *Real* Money!"

"And if only I'd started earlier, I could have had them five years ago. I didn't realize at first what spare time study would do for a man. Taking up that I.C.S. course marked the real beginning of my success. In three months I received my first promotion. But I kept right on studying and I've been climbing ever since."

Every mail brings letters from some of the two million students of the International Correspondence Schools telling of advancements and increased salaries won through spare time study. How much longer are *you* going to wait before taking the step that is bound to bring you more money? Isn't it better to start *now* than to wait five years and then realize what the delay has cost you?

One hour after supper each night spent with the I.C.S. in the quiet of your own home will prepare you for the position you want in the work you like best.

Yes, it will! Put it up to us to prove it. Without cost, without obligation, just mark and mail this coupon.

..... TEAR OUT HERE .....

INTERNATIONAL CORRESPONDENCE SCHOOLS CANADIAN, LIMITED

Department 1573-C Montreal, Canada

Without cost or obligation, please send me full information about the subject before which I have marked "X" in the list below:

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- ☐ Business Management
- ☐ Industrial Management
- ☐ Personnel Organization
- ☐ Traffic Management
- ☐ Banking & Banking Law
- ☐ Accountancy
- ☐ Nicholson Cost Acc'ting
- ☐ Bookkeeping
- ☐ Business English
- ☐ Private Secretary
- ☐ Spanish
- ☐ French
- ☐ Salesmanship
- ☐ Advertising
- ☐ Better Letters
- ☐ Foreign Trade
- ☐ Show Card Lettering
- ☐ Stenography & Typing
- ☐ Common Sch'l Subjects
- ☐ High School Subjects
- ☐ Illustrating
- ☐ Cartooning

TECHNICAL and INDUSTRIAL DEPARTMENT

- ☐ Electrical Engineering
- ☐ Electric Lighting
- ☐ Electrical Wiring
- ☐ Mechanical Engineer
- ☐ Mechanical Draftsman
- ☐ Machine Shop Practice
- ☐ Railroad Positions
- ☐ Gas Engine Operating
- ☐ Civil Engineering
- ☐ Surveying and Mapping
- ☐ Min.Eng.or Metallurgist
- ☐ Steam Engineer
- ☐ Radio
- ☐ Airplane Engines
- ☐ Architect
- ☐ Contractor and Builder
- ☐ Architect'l Draftsman
- ☐ Concrete Builder
- ☐ Structural Engineer
- ☐ Plumbing and Heating
- ☐ Textile Manufacturing
- ☐ Chemistry
- ☐ Pharmacy
- ☐ Automobile Work
- ☐ Navigation
- ☐ Agriculture & Poultry
- ☐ Mathematics

Name.....

Street Address.....

City..... *Prov.*.....

Occupation.....

If name of Course you want is not in the above list, please explain your needs in a letter.

KIDDIES' CORNER

Teddy's Adventure

In the forests are trees on which every bear that passes makes his mark.

ONCE upon a time there was a little brown bear who got tired of staying at home, so he made up his mind to run away. When his mother was washing his little sister's face, Teddy ran. He ran and he ran, till he was all out of breath and ever so far away. At last he came to a place that opened out into the most wonderful berry patch a bear ever saw. Teddy was terribly hungry, so he went in and ate till he could not eat any more.

"What a fine berry patch," he said. "This is going to be my very own for ever and ever, and if any other bear comes along, I'll show him."

Now, Teddy was only a teeny wee bear, but, like some people, he thought he was ever so big. He went to a tree at the edge of the patch, stood on his tip-toes and made his mark on the bark, so that any bears coming along would see, think how big he was, get scared and go away.

Teddy was having a nap close by, when he wakened up to see a big brown bear sniffing at his mark on the tree. The big bear stretched and put his mark far higher up than Teddy's. Then he went into the patch to feed. Teddy was hungry again, but he could not go into the patch with that big bear there. As he watched, a big black bear came, far bigger than the brown one. He sniffed at the marks, put his up a foot higher still, then went into the patch. There was a dreadful noise in there and soon the brown bear came running out, squealing and frightened. The black bear stayed in till another bear came along, this time a grizzly. He was ten feet high. Teddy quaked in his skin. The grizzly sniffed at the tree and stretched up, putting his mark three feet higher up than any of the bears. Into the patch he went, and out of the patch came the black bear, running for his life.

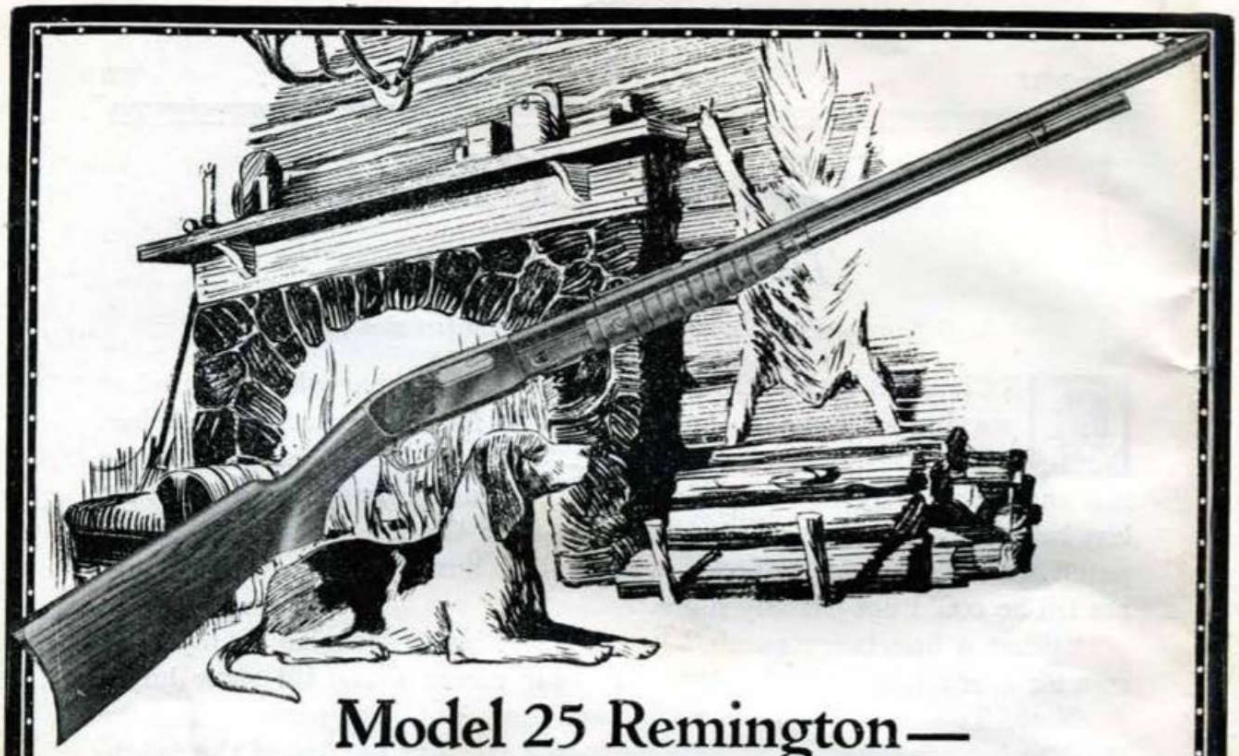
Teddy was getting hungrier and hungrier. All at once he had a bright idea. He went to the tree, climbed up it, just the way a bear can climb, and scratched and scraped at the tree two feet higher than the grizzly had done. Then he climbed farther up the tree and waited.

Soon the grizzly came out for a rest, but as he passed the tree he looked; then he stared and his eyes grew bigger and bigger.

He was looking at Teddy's mark away up above his. "What!" he cried, "a bear bigger than I am! A bear twelve feet high!—Gee whiz!"

And away he rushed, knocking down bushes and trees in his haste.

Teddy chuckled to himself, came down the tree and went into the berry patch, and every bear that came along after that just looked at the mark away up there and then kept on going. The last we heard, Teddy was still feeding off the berry patch, only he sent for his mother and his sister too, and none of them have been hungry since.—*R.W.*



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